SONY

like.no.other™

the art of DIGITAL

2005 DIGITAL STILL CAMERA BUYER'S GUIDE

the art of CYBER-SHOT®

DIGITAL STILL CAMERAS

The world's best pictures are your pictures.
You see them as works of art. Each one, a piece of expressionism as unique as the moment it captures. And we see our cameras the same way. From the shot of a lifetime to an everyday event, one company delivers superb style, innovation and originality. And one camera has set new standards in digital imaging since the very beginning. Sony® Cyber-shot® digital cameras — digital from day one.

ZEISS

the art of DETAIL

IMAGE QUALITY • PRECISION • CLARITY

RESOLUTION

When it comes to digital, every piece of the picture is essential. Greater resolution means clearer detail from corner to corner. From 4 Megapixels to 8 Megapixels, Sony® Cyber-shot® digital cameras offer endless options for editing and greater flexibility to enlarge and crop your photos without sacrificing image quality.

LENS

When you want pictures with superior detail, start with superior lenses. For over a century, the Zeiss Company has set the standard for lense quality in the world's best microscopes, cameras, and imaging software. Today, **Carl Zeiss®** optics in select Cyber-shot digital cameras produce unrivaled clarity, contrast and color accuracy. And that gives you the most precise optical zoom in the most compact design.

REAL IMAGING PROCESSOR™ LSI

Your images should always match your imagination. Which is why Sony engineers created the **Real Imaging Processor** circuit for all Cyber-shot digital cameras, designed to deliver brilliant color tones and an improved signal-to-noise ratio, resulting in picture quality that's beyond compare.

MOVIES

Capture the art of motion and sound. Create seamless, high-quality MPEG movies that you can watch on your camera's LCD screen, your computer, or even your television. This makes recording casual videos as simple as shooting great digital stills. So reviewing the moment means reliving it. What's more, the amazing new Cyber-shot® m1 digital camera lets you capture video before and after each still image you take by using the exclusive **Hybrid Recording Mode** by Sony. So when your timing isn't exact, your camera captures it all.

STAMINA • SPEED

the art of POWER

STAMINA

Sometimes getting the best picture means waiting for that perfect moment. Sony® Cyber-shot® digital cameras give you all the time you need. Not only does the **Real Imaging Processor**™ circuit substantially reduce power consumption, it also allows just two NiMH AA rechargeable batteries to do the work that once required four. And select models feature exclusively designed InfoLithium® rechargeable batteries, with Sony's **AccuPower**™ meter for monitoring power use. So you're set to go all day without missing a shot.

Staying focused is as crucial as shooting faster. This led to the design of a host of features in select models. The **5-Area Multi-Point Auto Focus** constantly focuses on five distinct points of the frame for clearer detail in even your most spontaneous images. And **Burst Mode** lets you shoot a series of full resolution shots in rapid succession with a single press of the button. Capture the perfect moment no matter how fleeting.

SPEED

Often, the most spectacular moments are also the most unexpected. That's why the highly innovative **Real Imaging Processor**™ technology by Sony offers quick start-up so you're powered up in no time, plus improved power consumption to keep you going. It also reduces the time it takes to process every image, decreasing what's known as "shutter lag." So by working faster between shots, Cyber-shot® digital cameras ensure you can be ready for any shot.

the art of STYLE

SLEEK • ELEGANT • COMPANION

DESIGN

Superb design is about more than just looking good. Maybe you want to be able to get right in the middle of it all and shoot from every angle. Maybe you want a camera so sleek and elegant that you can take it almost anywhere. Either way, you never want to sacrifice the results. That's why every Sony® Cyber-shot® camera is designed for greater control, putting truly intuitive features where you need them most—at your fingertips.

Beauty is in the eye of the beholder. That's never been more true than when you're seeing the superb detail in every image. With Sony's new **Clear Photo LCD**, on select Cyber-shot digital cameras, you can see the glorious color and clarity of your best shots in any condition, even direct sunlight. Now reliving your favorite moments is as convenient as it is clear.

LCD

Small cameras don't always mean small screens.
From 1.5" to 2.5" LCDs, Cyber-shot® cameras bring every detail to life in brilliant resolution. And with most models sporting amazingly large 2.5" LCDs, even in the most wonderfully compact designs, Sony makes framing, capturing and sharing your best images both intuitive and extraordinary.

the art of
IMAGING
CAPTURE • PRINT • SHARE

The ideal digital camera, like an original work of art, should inspire, engage and expand your world. This is what drives the Sony spirit of innovation—bringing the most compelling style and design to the fashion aficionado and offering the most advanced features and functions to the digital enthusiast. Your lifestyle is unique. And there's a Sony digital camera that fits it perfectly.

live the **MOMENT** — full-featured

more than a **SNAPSHOT** — advanced

go **ANYWHERE** — ultra-compact

power for **PASSION** — enthusiast

shoot-to-**ARCHIVE** — Mavica®

relive the **MEMORIES** — print-and-share

live the MOMENT

Self-expression begins by trusting your instincts. Sony lets you capture the moment while you live it with a series of sleek, amazingly compact Cyber-shot® digital cameras. Get up to 5.1 Megapixels of resolution, LCD displays as large as 2.5", and the ability to record MPEG videos as easily as taking a snapshot. These intuitive designs let you find the poetry in even the most fleeting moments.

Cyber-shot

full featured

DSC-S40	DSC-S60	DSC-S90
1.5" LCD monitor for shooting and sharing	**2" LCD monitor for shooting and sharing**	**2.5" LCD monitor for shooting and sharing**
4.1 Megapixel, 3X optical/ 2X digital zoom lens	4.1 Megapixel, Carl Zeiss® 3X optical/2X digital zoom	4.1 Megapixel, Carl Zeiss® 3X optical/2X digital zoom
Carl Zeiss® Vario-Tessar® precision lens design	Supplied AA batteries capture up to 80 shots*	**Supplied NiMH rechargeable batteries—up to 490 shots*, plus battery charger**
Real Imaging Processor™ LSI for fast shooting	Real Imaging Processor™ LSI for fast shooting	Real Imaging Processor™ LSI for fast shooting
Supplied AA batteries capture up to 110 shots*	**Optional Cyber-shot Station™ cradle for quick PC/TV hookup**	Manual exposure control, live histogram display

bold indicates advanced features * Based on the CIPA Battery Life Standard. Shooting in Normal mode at JPEG Fine picture quality. Shooting at 30-second intervals with flash used for every other shot and power turned off/on after every 10 shots. Actual battery life may vary upon usage patterns.

more than a SNAPSHOT

Move beyond the basics. Whether you're looking for the ultra-thin design in the T5 and T7, the classic look of the W5 and W7, or the unique rotating LCD of the m1, with a Cyber-shot® digital camera your photography will reach new heights in creativity and imagination.

Cyber-shot

advanced

DSC-W5

- 2.5" LCD monitor and Carl Zeiss® optics for superb detail
- **7.2 Megapixel, 3X optical/2X digital zoom**
- 32 MB internal memory (30 MB available)
- Supplied NiMH rechargeable batteries and charger

DSC-W7

- 2.5" LCD monitor and Carl Zeiss® optics for superb detail
- 5.1 Megapixel, 3X optical/ 2X digital zoom
- 32 MB internal memory (30 MB available)
- Supplied NiMH rechargeable batteries and charger

DSC-T5

- **The world's most compact zoom camera** (as of July 2005)
- Generous 2.5" LCD monitor
- 5.1 Megapixel, 3X optical zoom for absolute clarity
- 5.1 Megapixel, 3X optical zoom lens
- 32 MB internal memory—no flash card needed
- **Long-life InfoLithium® battery—up to 240 shots***

DSC-T7

DSC-m1

- Unique vertical design, ultra-compact size
- **Shoots MPEG4 video as well as still images**
- 2.5" LCD monitor tilts and twists in any angle
- 5.1 Megapixel, Carl Zeiss® 3X optical/2X digital zoom
- Cyber-shot Station™ cradle for quick PC/TV hookup

bold indicates advanced features

* Based on the CIPA Battery Life Standard. Shooting in Normal mode at JPEG Fine picture quality. Shooting at 30-second intervals with flash used for every other shot and power turned off/on after every 10 shots. Actual battery life may vary upon usage patterns.

go ANYWHERE

If economy of space is your intent, an ultra-compact camera is your modus operandi. With everything from the **Carl Zeiss**® lens to an **InfoLithium**® rechargable battery, ultra-compact Sony® Cyber-shot® digital cameras are able to capture the same image quality as cameras twice the size. Sophisticated design is impressive. But delivering such brilliant pictures is simply amazing.

Cyber-shot

ultra-compact

Super-small size—
perfect for pocket or purse

4.1 Megapixel, 3X optical/
2X digital zoom

Carl Zeiss® Vario -Tessar®
precision lens design

1.5" LCD Monitor for
shooting and sharing

Supplied InfoLithium® rechargable battery for long-life power

MPEG Movie VX Fine mode
for smooth video clips

DSC-L1

Super-compact size—
just 1" thin to fit a pocket

7.2 Megapixel, 3X optical/2X digital zoom

Carl Zeiss® Vario -Tessar®
precision lens design

2" LCD monitor for shooting and sharing

Supplied InfoLithium® rechargable battery for long-life power

Optional Cyber-shot Station™
cradle for PC/TV hookup

DSC-P200

bold indicates advanced features

Everyone chooses a path in life. Yours is photography. And this is how you travel it. The world's first **Four-Color Filter CCD Technology*** lets you see every glorious detail. And an optically stabilized 12X zoom lens in the H1 lets you move in on the action. Sony® Cyber-shot® enthusiast cameras open a world of possibilities for the digital artist.

Cyber-shot

* as of July 2005

enthusiast

Amazing 12X optical/2X digital zoom lens

Super Steadyshot® optical Image stabilization

2.5" LCD monitor for shooting and sharing

5.1 Megapixel resolution for extra-fine detail

Supplied NiMH rechargeable batteries and charger

Manual Exposure Control, Selectable Focus modes

DSC-H1

7.2 Megapixels for superb digital imaging

Pro-quality Carl Zeiss® 4X optical zoom lens

NightShot® Infrared System with NightFraming

2.5" LCD monitor for shooting and sharing

RAW mode for capturing data directly from the CCD

Manual Exposure, Shutter/ Aperture Priority modes

DSC-V3

8.0 Megapixel, 7X optical zoom with a pro-style design

Carl Zeiss® Vario-Sonnar® T* lens for superb color and clarity

4-Color Filter System for accurate color even in low light

Manual focus and zoom for precise control

DSC-F828

bold indicates advanced features

shoot-to-

ARCHIVE

Every one of your pictures has its proper place. Build and organize your digital library at the press of a button. With a Sony® FD Mavica® digital camera, record pictures directly to Memory Stick® media or floppy disc. Or instantly write your images and movie clips to CD using a CD Mavica digital camera. Now you can shoot, share, and archive without ever touching a computer. Now that's artistic freedom.

Mavica

MVC-FD200	MVC-CD350	MVC-CD500
Capture images on floppy discs or Memory Stick® media.	**Store and archive your photos and movie clips on low-cost CD-R/RW* discs and load directly to almost any computer**	Store and archive your photos and movie clips on low-cost CD-R/RW* discs
2.0 Megapixel, 3X optical / 2X digital zoom	2.5" LCD Monitor to set up shots and check results	**5.0 Megapixel, 3X optical zoom lens**
2.5" LCD monitor for shooting and sharing	3X optical zoom lens brings distant subject closer	**Carl Zeiss® Vario-Sonnar® multi-element lens**
Intelligent flash with automatic red-eye reduction	Comfortable design, simple controls	**Auto/manual exposure control, Live Histogram display**
5-Mode Program AE for shooting in any environment	InfoLithium® rechargeable battery with no memory effect	2.5" LCD monitor
InfoLithium® rechargeable battery with no memory effect		InfoLithium® rechargeable battery with no memory effect

bold indicates advanced features * CD-R/RW camera utilizes sequential formatting.

relive the MEMORIES

A beautiful photograph is the first step. Sharing it with the world is the finishing touch. That's why amazingly compact Sony® PictureStation™ digital photo printers make printing your pictures as simple and extraordinary as sharing them. Integrated **PictBridge**™ technology lets you print directly from any compatible Cyber-shot® digital camera or even your TV. And with brilliant, lab-quality photos created in a matter of minutes, the magic of life's best moments is yours in no time.

PictureStation

print-and-share

DPP-FP30

- Digital prints at home — in about 90 seconds
- Dye sublimation printing with over 16 million colors
- Print directly from your camera without using a PC
- Create borderless 4 x 6" or 3-1/2 x 5" prints
- SuperCoat 2™ lamination helps prints last and last
- PictBridge™ compatibility for easy hookup

DPP-FP50

- Digital prints at home — in about 60 seconds
- Dye sublimation printing with over 16 million colors
- **Integrated editing features, like red-eye reduction**
- **Print from Memory Stick® or other media (with adaptor)**
- **Preview and manipulate images on your TV screen**
- Create borderless 4 x 6" or borderless 3-1/2 x 5" prints

SVM-F40P

- 4 x 6" print paper with snap-off edges for bordered or borderless prints
- **$39.99 value means you pay only 50¢ per print**
- Includes 80 sheets of paper and print ribbon

SVM-F80P

- 4 x 6" print paper with snap-off edges for bordered or borderless prints
- SuperCoat 2™ lamination resists fading and smudging
- Includes 40 sheets of paper and print ribbon

bold indicates advanced features

create your
MASTERPIECE

SPEED • STAMINA • QUALITY • STYLE

Choose the Cyber-shot® digital camera that's perfect for you. Visit your local authorized Sony dealer to get started.

SONY

Cyber-shot®

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CA4906W